

MINUTES FOR ECONOMIC DEVELOPMENT COMMITTEE

January 8, 2013

Called to order at 7:15 pm

Present: Lana Razdan, Peter Beacham, Rollyn Hoffman, Gary DellaRocco, Jim Cox, Bob Rushton, Steve Attwood

Guests: Barbara Sparks, Peter Webber, D.J. Tardif

- **Minutes of the Meeting of December 4, 2012**
Approved.

- **PR/ Marketing**
The committee considered a report submitted by Matter Communications which summarized its December activity. It was noted that already travel writer visits have been hosted in the town, and that active dialog continues with a number of potentially interested media outlets. Several innkeepers and restaurateurs have expressed willingness to provide complimentary stays and meals, and this network is being extended. Lana encouraged members to communicate with her any ideas for off-season activities that might interest writers, and to encourage the involvement of townspeople through Facebook or other means.

- **Visibility and Community Involvement**
Following discussion, the committee believed it would be a good idea to conduct an interactive forum with citizens to obtain a broader spectrum of ideas on how to promote the town, and to inform people on the efforts already being made. Gary and Lana will work together to identify possible venues and dates for the event. All members were asked to email Lana with ideas for forum content, and possible speakers.

- **Spring Town Meeting**
Lana will draft a progress report on the PR activity undertaken to date for review by the committee.

- **Other Business**
 - Lana will draft an annual activity report to the Selectmen and circulate it for comment
 - It was noted that several businesses/ buildings have changed hands in the off season marking perhaps fewer empty spaces going into the season
 - Discussions continue about possible new restaurants.

- **Date of Next Meeting**
Tuesday, February 5 at 7:15 p.m.

The meeting adjourned at 8:35 p.m.

